



Franklin University



## Bachelor of Science in Business Administration

### STUDENT DATA:

NAME: ROADMAP'S DEGREE

SSN: 000-00-0000

Credit	Potential
Required	Credit

### General Education

#### College Writing (COMM 120)

4.00

(Prerequisite: Qualify through the English placement test or pass Basic Writing II (COMM 060). This writing course is intended to prepare students for the considerable writing demands of the academic setting and beyond. It establishes writing competence by requiring a variety of assignments that enable students to develop and express ideas and respond to and synthesize ideas of others. The course recognizes that writing has an impact on the way students systematize and organize knowledge in all of their subjects by emphasizing the elements of good writing, including appropriate grammar and mechanics, clarity of language and logical and cohesive development of ideas. College credit by examination may apply.)  
{DANTES Code = 11.07.00}

#### Business and Professional Communication (COMM 320)

4.00

(Business and Professional Communication 4 cr. hrs.  
Prerequisites: College Writing (COMM 120) and completion of 60 hours of course work. Not open to students with credit for Report Writing. This is an advanced composition course for juniors and seniors which focuses on business, technical and professional writing. Skills taught include audience analysis; research methods; questionnaire, interview and survey techniques; letters; data collection, interpretation and documentation; graphic illustration; and composition of reports in special formats. Instruction and practice are provided in writing various types of reports such as resumes, proposals, summaries, research reports and instructions for user manuals, and in presenting committee and oral reports. Students will be encouraged to relate course materials to their major programs and their workplaces. College credit for military training may apply.)  
{DANTES Code = 03.10.12}

#### Introduction to Spreadsheets (COMP 106)

1.00

(Prerequisite: Computer Literacy (COMP 085) or equivalent. This course focuses on using spreadsheets to solve business applications. College credit by examination may apply.)

#### Introduction to Databases (COMP 108) [CS014B]

1.00

(Prerequisite: Computer Literacy (COMP 085) or equivalent. This course focuses on using databases to solve business applications. College credit

by examination may apply.)  
{DANTES Code = 05.03.00}

**Introduction to Microeconomics or Macroeconomics(ECON 210, 220) 4.00**  
**[EC008B,EC009B]**

(College credit by examination may apply. Visit the FU website for a description of these courses.)  
{DANTES Code = 20.05.00}

**Statistical Concepts (MATH 215) [MH053B] 4.00**

(Prerequisite: Re-Entry Mathematics (MATH 040) or the appropriate score on the mathematics placement test and Introduction to Spreadsheets (COMP 106) and Learning Strategies (PF 321).. Recommended: Algebra competency or Fundamental Algebra - MATH 150. This course introduces the student to statistics with business applications. The course covers both descriptive and inferential statistics. Topics included are: measures of central tendency; measures of dispersion; graphical displays of data; linear regression; basic probability concepts; binomial and normal probability distributions; confidence intervals; and hypotheses testing. These topics will be covered using a basic knowledge of algebra and Microsoft Excel. Students must also meet the University algebra competency requirement.)  
{DANTES Code = 14.09.00 or 14.09.06}

**Global Cultures (PF 305) 4.00**

(Prerequisite: College Writing - COMM 120. This course provides students with a coherent sense of the past and present human societies drawn from five cultural areas: Asia, Africa, Europe, North America and South America. It also reviews the diversity of traditions that have formed the world and continue to interact in it today. Through the synthesis of connections, influences and parallels among cultures, students will gain an understanding of how to communicate in a culturally diverse world. College credit by examination may apply.)  
{DANTES Code = 20.01.02}

**Learning Strategies (PF 321) 2.00**

(This course prepares students to be successful life long learners both academically and in their chosen careers. Franklin courses require a high level of self-directed learning and focus on skills required in the workplace and the classroom that are easily transferable between the two environments. The course includes strategies for advancing communication skills including the use of electronic tools to participate in virtual environments. The assignments and activities in the course are created to closely simulate teamwork found in the workplace. PF 321 must be taken prior to the first Balanced Learning Format BLF course.)  
{DANTES Code = 06.05.02}

**Speech Communication (SPCH 100) 4.00**

(Prerequisite: Basic Writing II (COMM 060) or the equivalent placement score. Not open to students with credit for Speech Communication - COMM 100. A basic public speaking course intended to improve the student's ability to think critically and to communicate orally. Theory and practice are provided in various speaking situations. Each student is required to speak before an audience, but classwork also involves reading, gathering

and organizing information, writing and listening. College credit by examination may apply.)  
{DANTES Code = 04.10.00}

**Humanities Elective****4.00**

(College credit by examination may apply. Visit the FU website for a description of courses available.)  
{DANTES Code = 08.06.00 or most 08.XX.XX series}

**Social and Behavioral Science Elective****4.00**

(Recommended course: PF 304 Strategies for Motivation. College credit by examination may apply. Visit the FU website for a description of courses available.)  
{DANTES Code = most 20.09.XX or 20.10.XX series or see 20.XX.XX series}

**Science Elective****4.00**

(College credit by examination may apply. Visit the FU website for a description of courses available.)

**General Education Electives [FE07SB]****10.00**

(College credit by examination may apply. Visit the FU website for a description of courses available. Recommended courses: PF 302 Applied Research Methods and PF 310 Effective Presentational Communication.)

**Financial Accounting (ACCT 215)****4.00**

(Prerequisite: None. Not open to students with credit for Introduction to Accounting or to students with credit for ACCT 110. An introduction to accounting emphasizing how general purpose financial statements communicate information about the business corporation's performance and position for users external to management. Approximately one third of the course emphasizes how the accountant processes and presents the information and includes exposure to recording transactions, adjusting balances and preparing financial statements for service and merchandise firms according to established rules and procedures. The balance of the course examines major elements of the statements such as cash, receivables, inventory, long-lived assets, depreciation, payroll, bonds, and other liabilities and stocks. Concepts of this course are applied to Managerial Accounting (ACCT 225). Students are advised to avoid any time lapse between these courses.)  
{DANTES Code = 03.01.00}

**Managerial Accounting (ACCT 225) [AC004B]****4.00**

(Prerequisite: Financial Accounting (ACCT 110 or 215). Not open to students with credit for ACCT 120. The study of management accounting for internal reporting and decision-making. The course introduces a business-management approach to the development and use of accounting information. Major topics include cost behavior, cost analysis, profit planning and control measures. Accounting for decentralized operations, capital budgeting decisions, and ethical challenges in managerial accounting are also covered.)  
{DANTES Code = 03.01.09}

**Business Law (BSAD 220)****4.00**

(Prerequisite: Business Principles (BSAD 110). A study of the everyday legal problems encountered in business with emphasis on the areas of legal

procedure, contracts, agency, employment law, business organizations and torts, with cases relating to these and other areas.)

{DANTES Code = 12.01.00}

**Management Theory and Practices (BSAD 312) [MG001B]**

**4.00**

(Management Theory and Practices 4 cr. hrs. Prerequisites: Business Principles (BSAD 110). Not open to students who have credit for Management Theory and Practices - OLM 312. This course combines management theory and practices, placing emphasis on the development and application of competencies required for effective leadership, including planning, motivating, organizational control, change management, and decision-making, using current domestic and global business issues in the context of ethical, team-centered organizations. The course includes practice in conflict resolution and mediation, fostering improvement of working relationships, through the use of activities that integrate emotional intelligence and communication skills that help create a productive work environment. College credit by examination may apply.)

{DANTES Code = 03.10.00}

**Principles of Finance (FINA 301) [BU003B]**

**4.00**

(Prerequisite: Financial Accounting (ACCT 110 or 215). Not open to students with credit for Principles of Finance (FINA 300) or to students with credit for FINA 201. This course is designed to survey the field of finance and provide the foundation for more advanced finance coursework. Topics include sources of business and financial information, financial statement analysis, the time value of money, the nature and measurement of risk, financial institutions, investments and corporate finance.)

{DANTES Code = 03.02.01}

**Marketing (MKTG 300)**

**4.00**

(Prerequisite: Business Principles (BSAD 110).

A general course in marketing theory and methods. Among topics discussed are the importance of marketing, the interrelationship of the different phases of marketing, the differences between the marketing of goods and services, wholesaling, retailing, pricing strategies, analysis of markets, and distribution. College credit by examination may apply.)

{DANTES Code = 03.11.00}

**Major Area**

**Decision Making and Problem Solving (BSAD 320)**

**4.00**

(Prerequisites: Statistical Concepts (MATH 215) and Management Theory and Practices (BSAD 312). Not open to students with credit for MGMT 320. This course develops decision making and problem solving skills by applying various tools and techniques to both qualitative and quantitative case studies covering current issues in domestic and global organizational settings. Fundamentals of conflict management will be applied to create effective, efficient outcomes by defining and analyzing the types of conflict, its causes and effects, and how to diffuse and manage confrontational situations.)

{DANTES Code = 03.10.08}

**Organizational Policy & Ethics (BSAD 460)****4.00**

(Prerequisites: Business Law - BSAD 220, Management Theory and Practices - BSAD 312, Decision Making and Problem Solving - BSAD 320, and Business and professional Communication - COMM 320. Not open to students with credit for Current Issues in Business - BSAD 403. This course explores organizational policy and ethics using recent domestic and global business issues. Emphasis is placed on the critical analysis of the interrelationships and social responsibilities of individuals, organizations, and communities applying an ethical decision-making process. Negotiation strategies will be integrated into the application of this process for the development of skills to achieve results without the assistance of a third party.)  
{DANTES Code = 17.05.01}

**Business Administration Capstone (BSAD 495)****4.00**

(Prerequisites: Senior standing, completion of Business Core and completion of or concurrent enrollment in all other major courses. Not open to students with credit for Improving Organizational Performance - BSAD 495. This course serves as the capstone for the business administration major. The purpose of the course is to integrate all prior learning in business administration, related coursework and workplace experiences to individually assess an organization. Three major components comprise the course: the strategic analysis of an organization, the development of a conflict management procedure and the development of a personal career portfolio.)

**Business Administration Major Elective****16.00**

(Select 16 hours from the Major Area electives from the courses listed below:

Intermediate Accounting I (ACCT 310) 4  
 Cost Management (ACCT 330) 4  
 Federal Income Tax I (ACCT 390) 4  
 Accounting Information Systems (ACCT 425) 4  
 Process Management (AMGT 490) 4  
 Organizational Behavior (BSAD 325) 4  
 Business Administration Internship (BSAD 410) 1-4  
 Global Business Issues (BSAD 476) 4  
 Special Topics in Business Administration (BSAD 480) 1-4  
 Corporate Financial Management (FINA 403) 4  
 Investments (FINA 405) 4  
 Personal Financial Planning (FINA 430) 4  
 Insurance and Financial Planning (FINA 432) 4  
 Global Finance (FINA 450) 4  
 Financial Applications for Managers (FINA 455) 4  
 Contemporary Issues in Health Care (HCM 332) 4  
 Legal Aspects of Health Care Management (HCM 442) 4  
 Managed Care Contracting (HCM 452) 4  
 Management Control in Health Care Organizations (HCM 462) 4  
 Human Resources Management (HRM 300) 4  
 Staffing (HRM 301) 4  
 Training and Development (HRM 302) 4  
 Compensation and Benefits (HRM 401) 4

Employee and Labor Relations (HRM 402) 4  
 Management Information Systems (MIS 300) 4  
 Principles of Selling (MKTG 316) 4  
 Advertising (MKTG 320) 4  
 Planning Sales Strategies (MKTG 323) 4  
 Public Relations (MKTG 325) 4  
 Marketing Behavior (MKTG 330) 4  
 Marketing Research (MKTG 332) 4  
 Internet Marketing (MKTG 340) 4  
 Consumer Law (MKTG 360) 4  
 Relationship Marketing (MKTG 430) 4  
 Global Marketing (MKTG 450) 4  
 E-Commerce (MKTG 460) 4  
 Technology and Strategic Advertising (MKTG 470) 4  
 Sales Management (MKTG 494) 4  
 Leadership: Theory (OLM 320) 4  
 Leadership: Scenario Planning (OLM 425) 4  
 Leadership: Philosophies of Leading (OLM 470) 4  
 Process Fundamentals (PCMT 310) 4  
 Negotiations (PCMT 320) 2  
 Inventory Management (PCMT 331) 2  
 Logistics (PCMT 350) 2  
 Transportation (PCMT 351) 2  
 Applied research Methods(PF 302) 4

College credit by examination may apply. Visit the FU website for a  
 description of courses available.)  
 {DANTES Code = most 03.XX.XX series}

**University Electives** 22.00

(Any courses offered by the University except developmental education courses. College credit by examination may apply.)

**Excess Duplicate Credit**

TOTAL .....	124.00	0.00
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Thank you for requesting support from the U.S. Coast Guard Institute (CGI). Whereas we serve as an activity in support of your unit Educational Services Officer (ESO), you are encouraged to seek assistance from your local ESO in your academic endeavors. The following information is provided to help you understand what is presented in this degree plan:

This document is an UNOFFICIAL Degree Plan to provide you with a preliminary assessment of how your prior learning experiences might fit into the specified degree program for this academic institution. If you choose to pursue this degree option, you must present it to a college representative, who will review it for the following:

- o Accurate representation of the college's degree program requirements, including course numbers and titles, credit hours for each course, lower- and upper-level course requirements, and the total number of credits needed for the degree.

- o Appropriate assignment of ACE Guide-recommended credit at the lower or upper

level for military service schools and occupations, CLEP, DSST, and other tests, transfer credit for courses from other colleges and universities, certification programs, etc.

o Appropriate assignment of SOC Course Category Codes from the SOC Handbook Transferability Tables. The SOC Degree Program Handbooks can be obtained from the SOC web site at: [www.soc.aascu.org](http://www.soc.aascu.org) should you wish to learn more about the course transfer guarantees among SOC network institutions.

IMPORTANT NOTE: When you are ready to seek admission into this degree program, please contact the USCG Institute at 1-405-954-7241. Your advisor will send the college or university an official U.S. Coast Guard Institute transcript, a copy of the degree plan, and a ready-for-signature SOC Student Agreement which, when signed by a college official, becomes a contract for degree completion committing the college or university to supporting you in your academic endeavors.

Credit for all courses you have taken must be reflected on official transcripts sent directly to this college from the administrative offices of the colleges you previously attended. This degree plan is often used for information purposes by college counselors pending receipt of the official transcripts from the source colleges.

This degree plan is not intended to compete with your local college or university. Keep in mind, you are allowed to transfer in a significant amount of the degree requirements to this institution. As such, credit from local colleges, college level examination programs, or advanced military training may be applied to this degree. You may also complete the courses necessary from this college either in residence (on campus or possibly on a military base at a campus extension in the Education Center) or through distance delivery of the courses. If you have questions, please contact the college counselor or your advisor listed at the bottom of this Degree Plan.

#### DEGREE PLAN LEGEND:

SH = Semester hours  
VOC = Vocational, not relative to an academic degree  
LL = Lower Level, i.e. courses at the Freshman/Sophomore level  
UL = Upper Level, i.e. courses at the Junior/Senior level  
GL = Graduate Level (sometimes recommended by ACE for very complex courses)  
[#] such as [EN024A] or [EN024B] = SOC Course Category Codes\*  
{#} such as {DANTES Code = 01.02.03} = DANTES Academic Codes \*\*

\* SOC Course Category Codes: Service members Opportunity Colleges (SOC) is a consortium of over 1,600 accredited colleges and universities seeking to provide degree opportunities to the military. Over 170 of these institutions participate in network degree programs developed for the Army, Navy, Marine Corps, and Coast Guard. A SOC course category number beside a course from one of these institutions, such as [EN024A] or [EN024B] for English Composition, indicates that courses from other degree program institutions with the same code may be taken to satisfy the degree requirement. See the SOC Degree Programs Handbooks at <http://www.soc.aascu.org/>

\*\* DANTES Academic Codes: The Defense Activity for Non-Traditional Education

Support (DANTES) publishes the DANTES Independent Study Catalog (DISC) annually, which lists more than 6,000 courses from dozens of regionally accredited colleges and universities. Because this is a degree from a SOC affiliated college, the academic residency requirements are limited, thereby allowing students to transfer in a significant portion of the degree, as mentioned above. If the course you desire to take is not offered by this institution when you want to take it, consider the opportunities the courses in the DISC present. For more information, visit [http://www.dantes.doded.mil/dantes\\_web/distancelearning/disc/front/cont.htm](http://www.dantes.doded.mil/dantes_web/distancelearning/disc/front/cont.htm) Keep in mind, you should always check with the counselor or academic advisor at this institution before enrolling in a course listed in the DISC to ensure it will be accepted in transfer toward this degree.

#### Franklin University General Information:

Franklin University was founded in Columbus in 1902 under YMCA sponsorship as the School of Commerce. It has since become central Ohio's leading educator of working professionals. For over 100 years, Franklin has served nontraditional students seeking to advance their education. Throughout its history, the University's primary concern for the individual student has been its continual theme.

As an independent, not-for-profit, metropolitan institution, Franklin University provides student-centered, lifelong higher education in a global context; accomplished through excellence in teaching, appropriate technology, and measurably effective learning. The University provides undergraduate and graduate students, who often work full or part time, both the breadth of knowledge and the career-focused applications required of a balanced education.

Franklin prides themselves on eliminating many of the frustrating barriers to achieving educational goals by providing easily accessible support through its Student Services Associate (SSA) program. Based on their major, each student is assigned an SSA who guides them from application to graduation. SSAs help students clarify their educational goals, assist in course scheduling, serve as a liaison between students and other departments in the University, and support students in many other ways.

Franklin's courses and degree programs have always been convenient to fit their students' busy lifestyles, but they have taken the next step in creating ultimate convenience and service by opening their Virtual Campus! You can now access Franklin's revolutionary courses and completion degree programs, and receive our outstanding nationally recognized student services from home or work! Whether you want to take a few courses, complete the final 40 to 44 credit hours of your bachelor's degree\*, or complete an entire MBA, you'll be able to attend class wherever and whenever you want.

Franklin has the largest MBA Program in central Ohio, which can be completed in only 17 months on-site at any of our three campuses, or online at our Virtual Campus. More than 200 community colleges across the U.S.

The U.S. Army has chosen Franklin University as one of 29 institutions to provide distance education courses and degree programs in its Army University Access Online initiative.



Tuition rates: \$244 standard per credit hour, \$305 Computer Science, Digital Communication, Information Technology and MIS courses. (Subject to change)

For more information regarding the Bachelor of Science (B.S.) Business Administration degree, please contact:

William Ford	Maria Robertson
Student Services Associate	Student Services Associate
201 S Grant Ave	201 S Grant Ave
Columbus, OH 43215	Columbus, OH 43215
(877) 341-6300 x 3039	(877) 341-6300 x8326
Email: fordw@franklin.edu	Email: robertsm@franklin.edu
http://www.franklin.edu	http://www.franklin.edu

#### POLICY NOTES:

##### Degree Requirements

1. 2.0 GPA or higher for graduation.
2. Minimum of 30 credit hours through Franklin.
3. 40 credit hours overall at the 300/400 level.
4. 2.25 GPA is required in major area.
5. Major area courses must be a "C" or higher.
6. 20 hours in major area at 300/400 level.
7. Student must also meet the algebra competency req.
8. Add'l credit may be req. to satisfy transfer deficiencies.
9. Learning Strategies PF 321 is the prerequisite for all courses except PF 321.
10. Franklin will give credit for Primary, Secondary, & Duty MOSs. Also Franklin University staff on admission may consider credit that may be considered duplicate by the counseling staff.

This college is rated as one of the nation's best in U.S. News & World Report's "America's Best Colleges" issue.

Evaluation completed by: Charles Morrison

On: 01 August 2007